

KC BizCare – Business Customer Service Center

DATE: April 1, 2013

TO: Richard Usher, Assistant City Manager

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – February 2013

How can local governments support entrepreneurship and small businesses? The National League of Cities Center for Research and Innovation conducted an in depth analysis of this question and published their findings in a report titled, *Supporting Entrepreneurs and Small Business: A Tool Kit for Local Leaders*. (To read the full report access the NLC site at http://www.nlc.org/ and follow the links for Media Center/Media Resources/Research and Publications/Guides and Tool Kits).

The report identifies three steps that elected officials and staff can take to welcome and promote enterprise in their communities:

- Local leaders must encourage entrepreneurs to participate in policy matters that relate to them
- Cities must create "avenues of communication" to strengthen the interface between business and governance sectors
- Municipal government should help small businesses navigate regulations

Implementation of the steps can take many forms which include: the creation of forums to solicit feedback from entrepreneurs; designation of staff liaisons for business; participation in networking events; celebrating the success of local companies; establishment of "one stop shops" to simplify compliance; and the development of websites that facilitate online processing of applications.

The "Tool Kit" provides a useful guide for our own work and allows us to compare our actions against a standard of commonly recognized best practices. A review of our activities for February indicates that we are tracking with the NLC recommendations. Here are some examples:

- On February 1st staff attended the announcement of Kansas City's Digital Sandbox. The sandbox is a public-private collaboration to provide tech entrepreneurs with technical support and mentoring.
- Staff gave informational presentations at the SBA-sponsored monthly networking breakfast, at the Third District Council community meeting, and staffed a booth at the Hackovate Health event in Union Station.
- KC BizCare hosted a meeting with Leadership South Kansas City.
- Staff participated in focus groups for small business owners in Westport and the Northeast.
- We discussed the possibility of a mobile application that could help us provide information to the business community with our Code for America Team (Ariel Kennan, Alison Jones and Andrew Hyder).

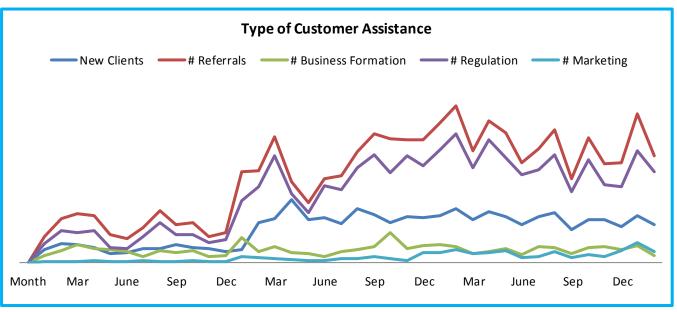
We are particularly excited about the launch of the business focus group concept. We hope this will be a productive way for us to enhance communication and build relationships as suggested by the National League of Cities. We will provide more detailed summaries of the focus groups in future reports.

Networking Contacts	February 2013
Entity	Date
KCSourceLink	2/1/2013
South Kansas City Chamber of Commerce	2/1/2013
Wendell Phillips Neighborhood Association	2/1/2013
UMKC Small Business/Technology Center	2/5/2013
Small Business Administration	2/5/2013
Northeast Kansas City Chamber of Commerce	2/6/2013
Mayor & City Council	2/11/2013
Mayor & City Council	2/12/2013
Metropolitan Energy Center	2/13/2013
KCSourceLink	2/15/2013

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
October	160	65	40.6%	52	32.5%
November	160	45	28.1%	41	25.6%
December	134	52	38.8%	31	23.1%
January	175	79	45.1%	65	37.1%
February	141	72	51.1%	48	34.0%
	3149	1166	37.0%	1021	32.4%

Referrals to City, State, Federal Departments & Resource	Partners - February 2013	# of
Entity	Type of Referral	Referrals
City Departments		
City Clerk's Office	Regulatory	1
Finance - Earnings Tax	Regulatory	3
Finance - Business Licensing	Regulatory	104
General Services - Procurement	Business Formation	1
General Services - Property Division	Business Formation	1
Health - Food Protection	Regulatory	5
Housing - Property Preservation	Regulatory	1
Neighborhood & Community Services - Regulated Industries	Regulatory	2
Planning & Development - Building Codes	Regulatory	3
Planning & Development - Contractor Licensing	Regulatory	3
Planning & Development - Development Management	Regulatory	2
Planning & Development - Home-based Business, IB # 117	Regulatory	48
Planning & Development - Permits Division	Regulatory	11
Planning & Development - Zoning Clearance	Regulatory	112
State Departments		
Missouri Dept of Revenue	Regulatory	12
Missouri Secretary of State	Regulatory	17
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	15
Small Business Administration - website	Business Formation	1
US Copyright Office	Business Formation	4
Resource Partners		
Artist Inc	Business Formation	2
EDC Loan Corporation	Business Formation	1
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	5
Google Get Your Business Online	Business Formation/Marketing	2
Internet Webpage	Business Formation	2
Justine Petersen Micro-lending Program	Business Formation	3
Kansas City Downtown Council	Business Formation/Marketing	1
Kansas City Volunteer Lawyers & Accountants for the Arts	Business Formation/Marketing	1
Kauffman Foundation	Business Formation/Marketing	1
KCSourceLink	Business Formation/Marketing	8
Northeast Kansas City Chamber of Commerce	Business Formation/Marketing	1
Northland Neighborhoods, Inc.	Business Formation/Marketing	2
SCORE of Kansas City	Business Formation	1
Shepherd's Center of the Northland	Business Formation/Marketing	1
Small Business Development Center - JCCC	Business Formation	1
Southtown Brookside Waldo Council	Business Formation/Marketing	2
Thinking Bigger Guide	Business Formation/Marketing	19
UMKC Small Business & Technology Development Center	Business Formation	1
Total Referrals:		400





Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients Jan 2011 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients Jan 2012 - Dec 2012	3156	3357	3518	3707	3876	4016	4188	4370	4493	4653	4813	4947
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of referrals	524	586	419	531	486	374	427	496	314	468	371	374
Number assisted with business formation	66	57	33	38	49	29	60	56	33	53	58	46
Number assisted with regulatory/licensing	421	483	354	459	394	329	346	402	263	386	292	284
Number assisted with marketing	37	47	32	34	43	16	21	38	18	29	21	44
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	4	20	18	8	11	16	7	11	7	8	14	7

Active Clients Jan 2013 - Dec 2013	5122	5263
Month of 2013	Jan	Feb
Number of referrals	556	400
Number assisted with business formation	63	23
Number assisted with regulatory/licensing	420	339
Number assisted with marketing	73	38
% of walk-ins assisted within 10 minutes	100%	100%
% of emails/voicemails within 4 hours	100%	100%
Number of networking events	10	10

This is how the data breaks out by ind	ustry/business activ	vitv:		
This is now the data breaks out by ma	doct y business detr	,.		
2011 Business Customers by NAICS Co	ode			
Primary business activity:		#	%	
Agriculture, forestry, fishing		3	0.1%	
Mining		2	0.1%	
Utilities		2	0.1%	
Construction and trades		241	12.0%	
Manufacturing		78	3.9%	
Wholesale trade		60	3.0%	
Motor vehicle parts & dealers		121	6.0%	
Retail trade/including electronic shop	pping	330	16.5%	
Transportation/warehousing		56	2.8%	
Information/communication		27	1.3%	
Finance/insurance		38	1.9%	
Real estate/ rental leasing		54	2.7%	
Professional/scientific/technical serv	ices	169	8.4%	
Administrative support / waste mana	gement services	210	10.5%	
Educational services		20	1.0%	
Healthcare and social assistance		70	3.5%	
Arts, entertainment, or recreation		79	3.9%	
Accomodations or food service		167	8.3%	
Other services, including repair and p	ersonal services	254	12.7%	
Religious, grant making, civic organiza	ations	20	1.0%	
Total:		2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

